BTEC Assignment Brief

Qualification	**Pearson BTEC International Level 3 Extended Diploma in Travel and Tourism**
Unit number and title	**Unit 18: Researching Current Trends in Travel and Tourism**
Learning aims	**D: Examine the findings of the research into a current travel trend and a current key issue** **E: Review the effectiveness of the research proposal in meeting its aims and targets**
Assignment title	**3. Looking at the research results.**
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	You are employed as the manager of the product development department in a tour operator. One of your trainees has presented the findings of a research proposal into a current travel trend and a current key issue for you to examine. You need to write a formal report based on the findings of the research.
Task 1	1. An explanation of the effects of a chosen current travel trend and a chosen current key issue on the travel and tourism industry 2. A detailed bibliography and reference list with full details of sources used referenced throughout the body of the report. Show that different types of research have been used including primary and secondary, include in text citations and an appropriate referencing system. 3. An explanation of the methods used to carry out the research. 4. A detailed and critical analysis of the effects of the chosen current travel trend and the key

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	issue on the travel and tourism industry, considering possible and actual positive and negative effects. You need to substantiate your analysis with supporting evidence such as specific details and examples of effects or data and reviews. You should show you can interpret data so include charts and graphs to highlight findings and quantitative data gathered. You need to organise your findings and use an appropriate format for a formal report with clearly set out sections as in the unit content. 5. A balanced assessment of the research sources used for collecting data and information in relation to the aims of the research proposal. Consider the advantages and disadvantages of different sources used. 6. A comprehensive and objective evaluation of the effectiveness of all aspects of the research proposal, including its aims, with justified recommendations for improvements. Each stage will be considered from the initial research plan, the research proposal and the completion and updating of the research plan, to the validity and reliability of the research methods and relation between the expected and actual outcomes of the project. You should make reference to challenges experienced and their impact, and any adjustments that were needed.
Checklist of evidence required	A formal report

Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:
18/DE.D3	Evaluate the effectiveness of all aspects of the research proposal, including its aims and suggest justified recommendations for improvement.
18/D.M4	Analyse the effects of the chosen current travel trend and the key issue on the travel and tourism industry and present the analysis in an appropriate format.
18/E.M5	Assess the research sources used for collecting data and information in relation to the aims of the research proposal.
18/D.P6	Explain the effects of a chosen current travel trend and a chosen current key issue on the travel and tourism industry.
18/D.P7	Present research sources in a bibliography and reference list, referencing the sources used throughout the body of the report
18/E.P8	Explain the methods used to carry out research, identifying strengths and weaknesses.

Sources of information to support you with this Assignment	**Books** Dale, G. (2018) *Pearson BTEC National Travel and Tourism Student Book.* Harlow: Pearson **Websites** https://www.bbc.co.uk/bitesize/guides/z9ktpv4/revision/1 Guidance on how to analyse http://www.learnhigher.ac.uk/writing-for-university/report-writing/how-do-i-critically-analyse-my-findings/ Suggestions on how to analyse data gathered. https://www.imperial.ac.uk/admin-services/library/learning-support/assignment-tips/write-it/report-structure/ Details and explanation of content of a formal report https://www.english-at-home.com/business/report-writing/ tips and formats for reports https://rmit.libguides.com/harvardvisual/example-reference-list/bibliography Difference between bibliography and reference list with example and Harvard Referencing System

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	https://bond.libguides.com/harvard-guide/in-text-citations Harvard referencing and in-text citations https://knowhow.ncvo.org.uk/how-to/how-to-write-an-evaluation-report Ideas on how to produce an evaluation and make recommendations
Other assessment materials attached to this Assignment Brief	N/A